



Station Order Revised

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 22, 2012 to Sunday, October 28, 2012

Estimate ID

11637

Contact: Craig Lewis

Email: clewis@ksl.com

Phone: 801-575-5555

Fax: 801-575-5831

Direct: 801-575-5862

KSL -TV

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
KSL 5a News	EM	M-F	30	\$30.00	1	1	1	1	1			5
5:00 AM 6:00 AM				\$150.00								
Highly pre-emptible at LUR per KSL. Move to L2												
KSL 6a News	EM	M-F	30	\$325.00	1	1	1	1	1			5
6:00 AM 7:00 AM				\$1,625.00								
Highly pre-emptible at LUR per KSL. Move to L1												
Today Show	EM	M-F	30	\$600.00	1	1	1	1	1			5
7:00 AM 8:00 AM				\$3,000.00								
Sold Out at LUR per KSL. Lowest Rate to Clear												
Today Show	EM	M-F	30	\$350.00	1	2	1	2	2			8
8:00 AM 9:00 AM				\$2,800.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Sunday Today	EM	Su	30	\$70.00							1	1
7:00 AM 8:00 AM				\$70.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Sunday 9a News	EM	Su	30	\$90.00							1	1
9:00 AM 9:30 AM				\$90.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Today II	DT	M-F	30	\$140.00			1					1
9:00 AM 10:00 AM				\$140.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Rachael Ray	DT	M-F	30	\$130.00	1			1				2
10:00 AM 11:00 AM				\$260.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Studio 5	DT	M-F	30	\$85.00			1					1
11:00 AM 12:00 PM				\$85.00								
KSL Noon News	DT	M-F	30	\$130.00		1			1			2
12:00 PM 1:00 PM				\$260.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Today III	DT	M-F	30	\$65.00				1				1
1:00 PM 2:00 PM				\$65.00								
Days of Our Lives	DT	M-F	30	\$125.00	1							1
2:00 PM 3:00 PM				\$125.00								

Suzanne Collins

Media Strategies and Research

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Date/Time Sent: 8/21/2012 11:57:12 AM

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		Length			Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
Dr. Phil	EF	M-F		\$50.00		1			1			2
3:00 PM 4:00 PM		30		\$100.00								
Katie Couric	EF	M-F		\$225.00	1	1	1	1	1			5
4:00 PM 5:00 PM		30		\$1,125.00								
Highly pre-emptible at LUR per KSL. Move to L1												
KSL 6:30p News	EN			\$575.00	2	2	1	2				7
6:30 PM 7:00 PM		30		\$4,025.00								
Highly pre-emptible at LUR per KSL. Move to L1												
KSL 5p News	EN	M-F		\$575.00	1	1	2	2	1			7
5:00 PM 5:30 PM		30		\$4,025.00								
Highly pre-emptible at LUR per KSL. Move to L1												
KSL 6p News	EN	M-F		\$650.00	2	2	2	1	2			9
6:00 PM 6:30 PM		30		\$5,850.00								
Highly pre-emptible at LUR per KSL. Move to L1												
Saturday 6p News	EN	Sa		\$150.00						1		1
6:00 PM 6:30 PM		30		\$150.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Sunday 4p News	EN	Su		\$115.00							1	1
4:00 PM 4:30 PM		30		\$115.00								
Highly pre-emptible at LUR per KSL. Move to L2												
The Voice	PT	M		\$3,250.00	1							1
7:00 PM 9:00 PM		30		\$3,250.00								
Sold Out at LUR per KSL. Lowest Rate to Clear												
Rock Center	PT	Th		\$400.00				1				1
9:00 PM 10:00 PM		30		\$400.00								
Law & Order SVU	PT	Sa		\$250.00						1		1
9:00 PM 10:00 PM		30		\$250.00								
KSL 10p News	LN	M-F		\$1,750.00	2	2	2	1	2			9
10:00 PM 10:35 PM		30		\$15,750.00								
Highly pre-emptible at LUR per KSL. Move to L2												
Saturday 10p News	LN	Sa		\$850.00						1		1
10:00 PM 10:35 PM		30		\$850.00								
Highly pre-emptible at LUR per KSL. Move to L2												

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				Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
Sunday 10p News	LN	Su 30	\$2,750.00							1	1
10:00 PM 10:35 PM			\$2,750.00								
Highly pre-emptible at LUR per KSL. Move to L2											
Tonight Show	LF	M-F 30	\$350.00					1			1
10:35 PM 11:37 PM			\$350.00								
Highly pre-emptible at LUR per KSL. Move to L2											
Station Gross Totals			\$47,660.00	15	15	14	15	14	3	4	80

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